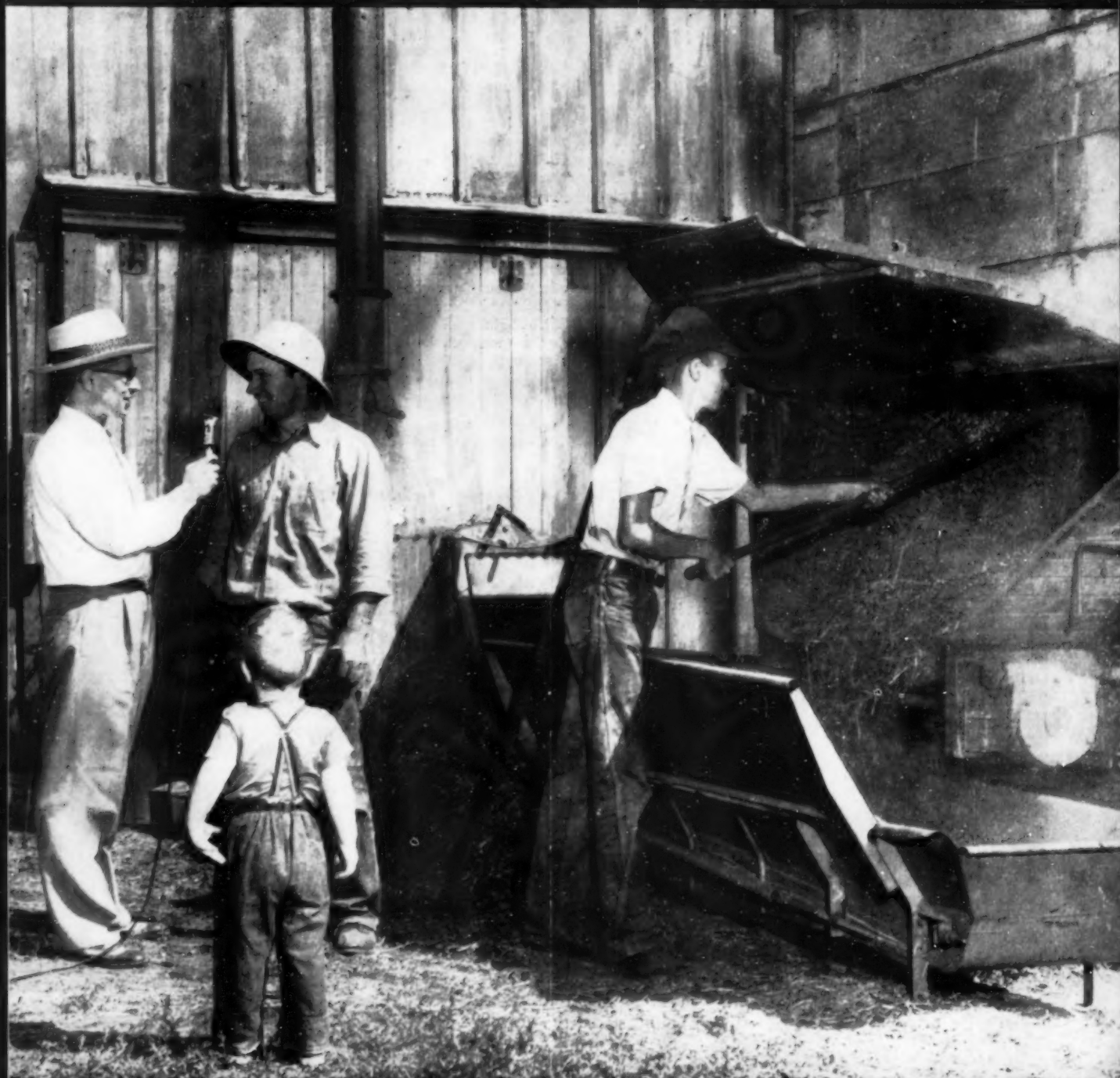


THE

QUILL

A MAGAZINE FOR JOURNALISTS



August, 1954

READ FOR A NEWS STORY OR GO TO THE SOURCES
with the Harper interview (including a very young one) working
for a last report for the ill-fated "Private Warner" column. See page 7.

50 Cents

Bylines in This Issue

BILL SMALL, as news director of WLS, is himself a "Hired Hand to 466,848 Farms" (page 7) along with his fellow staffers of WLS, the radio station which blankets Midwestern rural listeners in several states from the heart of Chicago. This audience also includes a lot of city listeners, for reasons made clear in Bill's article.

Chicago-born Bill Small set some kind of record by becoming news director of WLS at 26—he has aged perceptibly in the two years since that happened—after Army service that led to the Pacific and the Philippines, PIO, newspaper and radio experience in Texas and two universities. He once wrote copy for a radio station on Leyte.

Bill followed the admirably split personality of his future job with WLS by attending both the University of Illinois and the University of Chicago. Illinois has the nation's pioneer agricultural college and he may have absorbed some of that know-how by osmosis.

He took a master's degree in the social sciences at Chicago but managed completely to avoid an A.B., under the unique Midway campus undergraduate system. He has been active in the Radio and Television News Directors' Association.

IT has been reported, perhaps libelously that when Donald Freeman covered Chicago's first television wrestling championship eight years ago, he wrote a piece predicting TV wasn't here to stay. Both TV and Donald have made it, so far, and he swallows his prediction daily as the syndicated TV columnist for the San Diego Union.

As an old Chicago and West Coast copyreader (well, *old* as they seem to come nowadays) the 31-year-old Freeman is still surprised, after two years of byline writing, to run into people who recognize him. This does not prevent him from seeing the humor in his job, told in "A TV Critic Can Always Fall Back on Liberace" (page 6), as he saw it in six earlier articles in *THE QUILL*.

As a copyreader, he has poked fun at newspaper style, and taken issue, as a sometime sports writer, with the notion that all great short story writers start life on the sports pages. The change of climate—he went to San Diego after working on the *Herald American*, the *Sun* and the *Tribune* in

Chicago—has softened him up only slightly, if any.

A graduate of Northwestern University's Medill School of Journalism, he has also contributed short stories and articles to various magazines and does a California beat for *Variety*. He edited an army newspaper between tours of Chicago rims.

"MARTIN GREEN—A Rewrite Man's Rewrite Man" (page 5) is a result of what Jack Tell of the New York Times calls a "relaxation"—browsing through the morgue in search of old newspapermen. His other relaxation is riding prow cars with photographers. His hobby, as well as his job, is pictures—how to get and make and display better ones for newspapers.

Jack has been on the *Times* picture desk for ten years and takes over on the late shift. He has enough innovations to his credit to have earned the nickname of "Mr. Picture Desk." When he has any extra moments from his work and his relaxations, he lectures journalism students on pictures.

He reached his present interests

roundabout as a law graduate of St. John's University, a weekly columnist for the *St. Johns News*, and a night club and vaudeville reporter for *Billboard*.

Camera Challenge—News photography has not been sitting still while the printed word wrestles with such problems as interpretive reporting. Don Ultang of the *Des Moines Register* and *Tribune* is one of the exceptionally articulate photographers who will say this in words as well as pictures in the next issue of *THE QUILL*.

This Pulitzer and other prize winner concedes that newspapers will continue to need many spot pictures, taken as best they can be for immediate use and forgotten tomorrow. But he wants something more.

"Unfortunately," he writes, "as we know them today, news photography and photo journalism are not precisely one and the same thing." He suggests ways and means of overcoming this division. Watch for this challenging article in the September *QUILL*.

From Quill Readers

Editor, *The Quill*:

Please accept my congratulations on the Awards Issue of *The Quill*. I think that it was a wonderful job and hope that those in the industry will appreciate the work that you have done in gathering this information and compiling it.

I assure you that it would have saved me weeks and weeks of effort when I was searching for contest information if I had a copy of such an issue of *The Quill* to start with.

Milton L. Levy

Manager, California Farm Network
San Leandro, Calif.

Editor, *The Quill*:

The *Quill* has been very welcome during these service years. It has picked up in quality and is a big help in keeping touch with the profession. Especially to us destroyer-men who get no closer to journalism than a three-month-old copy of *Time*.

Lt. (j.g.) Herb Grossman

c/o Fleet Post Office
San Francisco, Calif.

Editor, *The Quill*:

The magazine is good, but it could use a lot more articles on specific local news coverage problems. It seems to me the tone becomes a little "Afghanistanish" on occasion.

While I'm at it, I'd like to register a belated complaint on Sigma Delta Chi's failure to follow through on the challenge to make a study of bias in newspapers. If it's there, we should find out, shouldn't we?

Richard M. Stannard

The Times

Palo Alto, Calif.

Editor, *The Quill*:

I do want to heartily commend the editors and contributing columnists of *The Quill* for putting out a consistently fine magazine. I can assure you that the copies I have received here in Japan are well-thumbed and thoroughly digested, by journalists and non-journalists alike.

1st Lt. Philip A. Fleming

Ashiya, Japan

THE QUILL

A Magazine for Journalists
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Vol. XLII

No. 8

Noisy and Reprehensible

RECENTLY I spoke to the National Federation of Press Women. I took their convention theme of a constructive and responsible press and cast some doubts, not on the concept, but on how to go about it. My story was that it takes all kinds to make a genuinely free press and that even the best-intentioned outsiders must never be permitted to chart our course.

It was, for a man who has been talking and writing to this point for years, reasonably old stuff. A seeming touch of cynicism, which I explained as deep-seated idealism, may have baffled some of my audience. Besides, they were handicapped by my physical presence.

The *Editor & Publisher*, which had the advantage of covering the speech only from a manuscript, got what I was up to immediately. It hit the nub of it very accurately when it made a lead of this quotation:

"You can't have free speech without some noisy people. You can't have a free press without what many people would consider some reprehensible newspapers. There is no way to have either without losing the freedom itself.

"Any possible regulation designed to set up a press on the side of the angels would merely make it possible for the devil to take over tomorrow. Consider what has happened to newspapers in our time in Russia, Fascist Italy, Nazi Germany, Argentina and elsewhere."

It is perfectly possible, of course, for a revolutionary government to take over a free press without a prelude of regulation. Even constitutional guarantees won't stop it. Argentina's constitution copied our Bill of Rights but that didn't save *La Prensa* from Juan Peron's strangling fingers.

But it is far easier when the way has been paved by regulatory legislation or a trail merely blazed by a habit of journalistic subservience to authority. The turning of newspapers into instruments to play a single communist or fascist tune came as less of a shock to other lands than it would in this country, with its unbroken tradition of newspapers of every shade of news interest and editorial opinion.

I WONDER if the American public fully appreciates this. That was why I spoke up for "noisy people" and "reprehensible newspapers." I am at times noisy in polite conversation and I take stands in a newspaper editorial page that readers sometimes find reprehensible. They write and telephone to say so.

Both those with whom I talk and those who read what I write are at complete liberty to show me the error of my way if they are able. (Not infrequently they are able.) But they are wrong, as I would be wrong, when

either protests the other's right to hold such views, however mistaken they may appear short of inciting violence or immorality.

This is precisely what many who think they understand freedom do not really understand. Consider the well-meaning friends who say: "Now, now . . . we know you are just talking." Or the readers who protest: "And I thought you were an independent newspaper . . ." because we did not support their man or their view.

Failure properly to appreciate the right—indeed, the necessity—of diversity of interest and opinion is perhaps the real danger to freedom of speech in any form. It is so much more insidious than a microphone hidden under your dinner table or armed troopers in your newsroom.

Yet some of the best people innocently play with such ideas. I was thinking about them when I referred to the mistaken faith that regulation or even a voluntary code could produce a press always on the side of the angels. Their mistake is belief that there is some one version of fact, some common ground of opinion that is always demonstrable and desirable and why can't all papers hew to this fine standard?

Among these are even likely to be scholarly as well as highly moral persons. I have at times been mildly shocked to find misconception of what the press is and must be in academic circles. This may be because such people are accustomed to thinking in definitive answers, however much they respect freely competitive means of arriving at the answers. The very inconsistency of the press bothers their orderly thought habits.

WELL, it frequently bothers a newspaperman's thought processes, too. But we know that as spot news historians and catch-as-catch-can scientists we must be free to write as we see it now. We don't like to be wrong any more than a historian or a physicist. But to function, we must have a margin for error as well as a choice in attracting readers.

If I were were to make any criticism of the press in this respect, it might be that from representing too many views and tempers, it actually is not varied enough. I have always been sorry that there seemed to be no practicable way of measuring press "bias" to anyone's real satisfaction. We may have a "one party press" in other ways than politics.

This regret has been tempered by one thought. Many critics sincerely believed in 1952 that there was a lack of political diversity that was not healthy. But I suspect that the only thing that would have made some of them really happy would have been a one party press in the opposite direction.

CARL R. KESLER

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How to relieve traffic and tax headaches at the same time



These two photographs illustrate the cause—and point a way to the cure—of a good many tax and traffic headaches.

The one shows freight on its way to market by rail. The other shows freight moving by highway.

When freight goes to market by rail, the rate charged includes the full cost of the transportation—including the roadway, signaling and safety devices, and taxes paid to the local, state and federal governments. In other words, the user pays his full and just share of all costs involved.

When freight goes to market by truck, the rate charged does not

always defray the full share of the cost of the facilities used for private profit. A major portion of the cost of building the highway, maintaining it, installing and maintaining traffic controls and patrolling the road is paid by the private motorist and the general taxpayer.

Naturally, this hidden subsidy makes it possible for the long-haul trucker to charge a lower rate. This, in turn, induces more freight to move by highway—which causes the cost of highway maintenance to be still further increased and traffic lanes to become even more congested.

The railroads serving the busy East feel that if the big long-haul trucks paid their full share of the costs of the nation's highways, competition between train and truck would soon be on a more equitable basis—to the benefit of taxpayers, private motorists and small truck operators.

In fact, it has been the history of American business that free and equal competition works to the best interests of all involved, providing the highest degree of service at the lowest possible cost . . . Eastern Railroad Presidents Conference, 143 Liberty St., New York 6, N. Y.

Martin Green—A Rewrite Man's Rewrite Man

By JACK TELL

He scored his most remembered triumph in the tragic burning of the General Slocum just fifty years ago. But this New York newspaperman's definition of his job remains a sound guide for city editors today.

FIFTY years ago—on June 15, 1904, to be exact—one of the most tragic marine disasters in the history of the world took place in New York City's East River at Hell Gate. More than 1,000 excursionists (mostly children) lost their lives when the General Slocum caught fire and burned about a hundred feet off-shore within sight of horrified persons on both banks.

A never-to-be-identified man in an upper floor of a building facing the river telephoned the old *Evening World* to give an eye witness account of the turmoil on the decks of the ship. Taking the story in long hand from a booth in the newspaper office was Martin Green, who later was to become one of the most loved and best known newspaper men to cover New York City.

Martin Green's vivid description of the tragedy, apart from the story's great value as a scoop, is remembered to this day by old timers as news coverage that has never been topped. Green was one of the famous "four horsemen" of the rewrite desk of the *World* which cradled Irvin Cobb, Lindsay Denison and George Buchanan Fife.

A word about rewrite men: Every profession has its behind-the-scene stalwarts. A doctor may have his nurse, whose skill accounts for more than a little of his success, or a lawyer could depend much more than is known upon the advice of his secretary. Many a top by-line reporter owes more than will ever be told to an anonymous rewrite man, who makes common sense and interesting reading from a jumbled mass of hurried information given by phone.

In the newspaper business the unsung heroes are the rewrite men, who listen on the telephone while reporters outside tell them what happened. Sometimes accounts come in from a half dozen sources, with the inevitable distortions of varying personalities and differing viewpoints. Rewrite men take these fragments, sometimes un-

der extreme time pressure, and compose a story in the outlines and colors of actuality.

Martin Green was the rewrite man's rewrite man. He set the standards high by demanding of himself a devotion to one sort of life more complete than many men want to give to any one thing. Newspapers were his hobby to the exclusion of practically everything else.

Green wrote of many things he never saw, drawing on uncommon powers of visualization and an amazing knowledge of the city. He said once that he had written about St. Patrick's Day parades for thirty-eight years, but had never seen one.

But he left the office to cover national conventions and electrocutions. Twenty times he saw men and women strapped in the chair at Sing Sing, until the Gray-Snyder executions. After that he refused to accept any more assignments to the death house.

ASKED for the qualifications of a good rewrite man, Green's recipe could well be a bible for the standards by which city editors choose men for this job. Whether today's editors ever heard of Green is inconsequential—they certainly seek rewrite men along the lines of his teachings. He wrote:

"A great rewrite man must be an all-around news man with at least five or six years' experience on the street covering police headquarters, all courts, political campaigns, city hall and the districts. He must be an expert on local and state politics, with a wide acquaintanceship among political powers, figures and dopesters.

"His friendship should reach into all walks of life. He should travel around town on his day off, to watch it grow and to become perfectly familiar with it. He should know the names of all judges, city, state and national officials, and never misspell them. His judgment of news value must be better than the reporter's. A sense of humor is indispensable."



Jack Tell of the New York Times picture desk makes a hobby of the careers of noted old time newspapermen.

Green's first chance came as a staff member of the *St. Louis Republic* in 1896. From a perch in the U. S. Weather Bureau station he saw a tornado hit the city. The young reporter picked his way through the debris back to his office to write a description of the disaster. The result, a reportorial masterpiece, caught the eye of Dent Roberts, managing editor for the old *New York Morning Journal*.

Not all of Green's newspaper life was spent at a desk in New York City. He was a correspondent in World War I where his big beat from France was the first news to America of the Battle of Belleau Wood and the Marines in action at Chateau Thierry. He was the first reporter actually to see the start of those historic battles, looking down on the front lines from a hill.

FOR nearly fifty years the world's drama passed before his eyes and its stories were poured into his ears. His quick fingers on typewriter keys shaped absurdities and tragedies, war and death and violence and incongruities into stories which made the events bright pictures in the minds of those who read. He claimed it was exciting enough to fill his life to the exclusion of almost everything else.

Apart from his ability as a writer, Green must have been something more to his fellow workers. For a dinner was given at Delmonico's in 1913 with thousands whose name he spelled right trying to get in but only hundreds able to attend. It was given by men of his own craft for no other reason than—he was a good man at his job.

The video public may hold him personally responsible for "that lousy comic." It may even teach him that some people rank "Grand Ole Opry" above Shakespeare. But even when things look blackest,

A TV Critic Can Always Fall Back on Liberace

By DONALD FREEMAN

THE voice on the phone demanded: "Television department?" I admitted this was true.

"That comedian you had on TV last night," the voice went on. "Wow, did that guy stink up the set! Listen, why'd you ever put him on, huh?"

I explained that we merely list the programs, that the networks and stations present the shows and that my newspaper—the San Diego Union—deserved neither blame nor credit for what one happens to see on his television screen.

"Yeah, yeah, I know about that," the voice persisted. "But tell me, why did you put that lousy comic on TV last night?"

I counted, slowly, to ten. This doesn't happen every day, but often enough to create grave doubts about the people who watch television.

And then a letter will arrive bearing the judgment that my piece in yesterday's Union combined the poetry of Keats, the prose of Hemingway and the wisdom of Solomon, and why isn't my column on Page 1 every day?

On such days, as the sun shines a little brighter, I look back on two years as a radio-television columnist and feel it's been most satisfying. After the anonymity of the copy desk, I'll admit it has been ego-soothing to see my picture in the paper every day.

One morning, soon after starting the column, I went to the bank to cash a check. The teller, an attractive blonde, glanced at my signature. Uncertainty in her eyes, she peered at me. Then she smiled.

"Oh of course," she said brightly. "I know who you are. You write the TV column in the paper."

I shrugged modestly, awaiting a kindly word.

"But judging from your picture," she said, "I thought you'd be taller. You want tens or twenties?"

Bless her, she's probably a Liberace fan. I say "bless her" and bless Liber-

ace, too, for the pianist with the big smile, the big brother and the big income is the greatest aid to TV columnists since optometry.

To a columnist, Liberace is the only sure cure for the no-mail blues. At such low points, and all columnists have them, write about Liberace. Say anything. Praise him or blast him—the mail will promptly erupt from both sides.

Not long ago, John Crosby discovered the impact of Liberace. The New York Herald Tribune's Crosby, who is the favorite TV columnist of most other TV columnists (including this one), received nearly 10,000 letters after opening fire on Liberace.

Parenthetically, the Indianapolis incident—in which another John Crosby was uncovered through the phone book and berated by Liberace's camp-followers—may suggest how astonishingly vague readers are about the workings of their newspaper.

WELL, I had my experience with Liberace, too. In March, 1953, before the pianist's fame was nationwide, I noted that Liberace was tone deaf and tasteless, that his smile was the peak of banality and that were he by chance to become a TV idol—with his soft manner and flowing curls—whither television? Indeed, whither civilization and the American way?

The mail poured in. I was pleased. My editor was pleased, too. For in this time of terrifying significant news, a good trivial controversy is welcome in any newspaper.

Harmless and diverting, the Liberace controversy is of a piece with disputes over Brooklyn or southern cooking or Florida's climate versus California's climate. Everyone has fun and nobody gets hurt.

Although this kind of personal criticism is the most enjoyable, it's obviously a small part of writing a television column. To my surprise, I found that once the rhythm of writing is established, my six columns are



As television editor of the San Diego Union, Donald Freeman writes a TV column syndicated in California.

easier to turn out than three or four a week. There's plenty to write about. The only difficulty—shared by the pea-green cub and Walter Winchell—is locking yourself to a typewriter.

Broadcasting offers a vast field for change of pace in a daily column. In my case, I vary between introspective critical essays, interviews, light commentary, dot-and-dash roundups and a column devoted to the reader's mail (I call this one, the Monday piece, "Write of Way").

In San Diego, a TV columnist is favored geographically. We get reception from eleven stations—two locally, seven in Hollywood, one in Tijuana, Mexico (English-speaking and operated by Americans), and another in Santa Barbara. Hollywood is a quick 120 miles away.

I have a Hollywood office as a base for interviews and access to TV's major news-producing center. But the 120 miles also affords a necessary detachment, and freedom from press agents' pressure and the Hollywood point of view.

NO matter where he works, I imagine every TV columnist has the problem of whom to write for? This remains a puzzler. For mass-circulation writers, it probably always will. At the moment, my column runs in ten papers in the Copley chain on the West Coast. But wider syndication is planned soon and the whom-to-write-for problem now causes even more concern.

I keep wondering: How do we avoid insulting the bright reader's

(Turn to page 10)



As news director of WLS, author Bill Small (left) checks a late bulletin with Jim Horstman of the station's newsroom staff. Dix Harper (right), farm news editor, is ready to go on the air with one of the many programs.

*Not every farmer has a cow. But practically every rural home has a radio.
A lively blend of general and agricultural news has made Chicago's WLS*

Hired Hand to 466,848 Farms

By WILLIAM SMALL

I'M a hired hand to 466,848 farms. I've only been to a few of them. I never milk cows on any of them, never plow a field or help at harvest time. I never leave my newsroom but I'm a valued hired hand, a vital one.

You see my station has those 466,848 farms in its primary coverage area and radio has become the hired help on almost all of them. No hired man is less expensive. None can supply news, weather and market reports faster. And when you come right down to it—no hired man can shut up as fast as a radio can when you want things quiet.

In many respects, radio is the perfect work companion. How much it means to the farmers in dollars and cents is something only the economists can guess at but telephone calls and mail give adequate testimony that radio is an economic necessity to farms.

It's a source of valuable information, an up-to-the-minute weather reporter, and a good companion all at once. Generally, it's friendly, brief and entertaining. Why, it appears to have more to offer than most prospective wives. Well . . . almost more.

RADIO has long served the needs of farmers not only as farmers but as an important segment of the general public. Still, it occasionally surprises people to find that one of the major stations beaming programs at the rural ear is located in the heart of America's second largest city, Chicago.

Middle Westerners have long been familiar with the *Prairie Farmer*, America's oldest farm publication. The growth of WLS as a companion radio station was a natural one. In a real sense, the WLS story in the Midwest is also the story of how radio in general

has been serving all rural America.

It's a story that began more than 30 years ago when WLS first went on the air. It's one that could be characterized today by a letter bearing the cryptic address—"RFD 890, Chicago, Illinois." Chances are that letter would end up at 1230 Washington Boulevard for "890" is the WLS frequency and "RFD 890" is the name of a block of its farm programs.

There's something gratifying about the thought that a letter could reach us addressed to "890." An equally gratifying experience took place when a farmer was driving me down a dirt road. He pointed to the car radio which was covered with dust except for the volume control. "Bill," he said, "I've had this car for four years and never needed to move that dial off 890."

The reason for this loyalty is serv-

ice. In the seven and one-half hour period from 5:45 A.M. through lunch, WLS broadcasts eight news casts, six "farm news" programs, and at least three special weather shows in addition to weather-casts on all news programs.

There is also a thirty minute program, "Dinnerbell," one of the oldest continuous programs in American radio, which embraces much in the way of farm news and interviews. All this is produced by WLS staffers.

That's quite a schedule, and only part of the total picture. No wonder a survey taken at two state fairs—Illinois and Indiana—showed that 45 per cent of two thousand farm people interviewed said WLS "has the most helpful and interesting programs."

NOW, for radio to do a job in rural areas, its basic philosophy must fit the job. Here is the basic philosophy of the WLS news room: Don't ever talk down to the farmer. He is an intelligent, often college-trained, businessman who has "been around." On the other hand, don't get "high hat." The American farmer works with the earth and is down to earth. Keep language fresh and simple.

Further—outside of his occupation, the farmer is like any other American. Following this philosophy, WLS newscasts are not slanted towards agriculture. Our farm programs and service features more than fill that need. On the other hand, important agriculture stories affect all of us and get proper prominence.

Today, WLS produces more news locally than almost any other station in the Midwest. It is the only Chicago-area station which operates on a regional basis in terms of news. Most stations consider their home city and nearby towns as "local." For us, "local" means most of the Corn Belt.

Now, if news in general does not have an agricultural slant, does this mean that farm news ignores anything outside the RFD sphere? The answer is no. Our farm-news people agree that the farmer—as any citizen—wants to be informed. Therefore summaries of top national and world news often come in farm programs.

For that matter, the policy on "bulletins" is such that any program—local or otherwise—can be interrupted at any time for an important bulletin. Prior "clearance" is not needed. A newsman's judgment is enough. Farmers are especially thankful for this policy for no bulletin is more important than a weather warning.

Exactly what roles does radio play in the life of the man on the farm? On the national scene, 99.6 per cent of farm homes have radios, according

to 1952 figures released by the U. S. Department of Agriculture. Only 69 per cent of the farms have cows. So, radio is more representative of an American farm than a cow! One survey taken in Iowa revealed that three out of five farms had more than one radio; that 67.8 per cent of farm autos and almost 12 per cent of farm trucks had radios!

Has television slowed down the spread of radio on U. S. farms? The first seven years of commercial TV saw the number of farm homes with radios grow from 76.2 per cent to the present 99.6 per cent. As for listening, whereas the average American home one year ago listened to radio just over one and one-half hours daily, the average farm home was tuned in for four and three-fourths hours.

What about the farmer in the WLS area? WLS is a 50,000 watt, clear-channel station with a primary coverage area that includes almost all of Indiana and Illinois, much of Wisconsin and lower Michigan. In this are 446,848 farms with a rural population of 1,777,300. That's quite a prospective audience. The average gross income per farm is \$9,261 which is 38 per cent higher than the national average.

A study of WLS listeners revealed that three out of every five barns has a radio. WLS therefore can claim a lot of animal as well as human listeners. There are more than 7,000,000 beef cattle, one and one-third million dairy cattle, 11,000,000 hogs, and almost 36,000,000 poultry on the farms in our area.

HOW does WLS serve these 1,777,300 farm people? We have both *United Press* and *Associated Press* national wires as well as trunk wires covering each of the four states we serve. We have a Chicago area wire service. There is also a special wire direct to the Weather Bureau. In addition, our association with *Prairie Farmer* has led to an arrangement whereby its editors and reporters travelling throughout the Midwest file a steady flow of stories, both general and agricultural—by mail, telegraph and phone. We also have stories from county agents, farm advisors, and local farm organizations.

From our stringers and local sources, our farm editor uses an average of twelve exclusive regional stories a day on his noon program alone, stories that never appear on the wires. Our news staff adds much to these other sources by chasing down stories in Chicago and elsewhere. At other times, recorded telephone interviews cover fast-breaking stories. When tornadoes hit Flint, Mich., last year, WLS had eyewitness accounts

recorded by phone minutes before telephone service was broken.

WLS also is "there" to cover many events. We were the only station to broadcast "live" when the King of Greece visited an Illinois farm—and he was on the program. We alone taped the talk of the President of Turkey when he spoke in Chicago.

As for exclusively agricultural events, our "Dinnerbell" program has broadcast direct from the scene of state fairs in Illinois, Indiana, Michigan, and Wisconsin as well as from the Michigan State College's Farmers' Week, Farm and Home Week at Madison, Wis., and many others. In three months, this program has originated away from the studios, on-the-spot at a top farm event some twenty times.

OUR farm broadcasting staff consists of Maynard Bertsch, farm program director, Dix Harper, farm news director, and Farm Editor Harry Campbell. Bertsch conducts the Dinnerbell Program. Harper does the block of lunch time farm features called "RFD-890." Campbell does a fifteen-minute farm newscast and a fifteen-minute farm news analysis in the early morning. *Prairie Farmer* editors are also frequently on the air. Paul Johnson, editor-in-chief, Jim Thompson, managing editor, Ralph Yohe, science editor and others are familiar voices on WLS.

Straight news in the morning is handled by Bill Duane and Larry Alexander. Dix Harper does "Noon-time News" each day and Saturday evening newscasts. A number of other staffers do the news at various times, especially Jack Stilwell and Jim Johnston.

One thing the farmer must have is complete and accurate market information. Dix Harper firmly states, "We broadcast the most complete market news on any commercial radio station in the middle west."

At least twenty-seven reports are given each day. These include estimated receipts for the major livestock centers, a direct broadcast daily from the Chicago Stockyards, complete grain markets, Chicago mercantile exchange futures, and many others. Much of this is gathered by telephone. For Illinois price information alone, a minimum of sixteen firms are consulted. Calls are constantly being made to check the validity of reports.

WLS noticed that poultry and egg sales were reported by the Agriculture Department and wire services at terminal markets. The farmer is more interested in on-the-farm prices, so WLS arranged for telegraphed reports from both Illinois and Indiana giving accurate on-the-farm reports.



City school children, as well as many others, are frequent visitors to the "Prairie Farmer" station's newsroom. The staff does a weekly news summary for them. This is rebroadcast, in Chicago, by the board of education station.

OUR listeners get personal service as well. Anyone asking about a story that concerns them, can be sure that our staff will attempt to get more information for them. For example, last February a listener in Wisconsin wrote that a neighbor boy was missing in the Philippines.

We had carried a story about three American identification cards being found in a deserted Huk camp. We had the *UP* check its New York and Manila bureaus to see if any of the three names had been released. We later called Wisconsin to tell them. One name had been released. It was this boy.

Other requests: "Would you send copies of wire service reports for our high school journalism class?" "Where can I get background material on Indonesia?" "What do you mean by 'high pressure system' in your weather report?" And "Will you give me a good explanation why Marilyn Monroe receives so d— much publicity?"

As a human interest story, Dix Harper recently reported on the fate of a team of horses retired from a job of pulling a milk wagon in Chicago. Unless the Humane Society could find a place for them and someone to pay the upkeep, the team would go for fox food.

After this story, the phone began ringing. Listeners called from all over the Midwest asking for details on how they could get the two horses. Others wired the station and many wrote long letters telling why they would like to give the retired team pasture for the rest of its days.

The listener has a sense of participation beyond his queries concerning the news. Every other Saturday there is a program dealing entirely with letters from farmers and replies by our *WLS-Prairie Farmer* staff.

Last year, feeling that state fairs were not devoting enough attention to the latest innovations in farm equipment and techniques, *WLS* and *Prairie Farmer* sponsored a "Farm Progress Day." Manufacturers and agriculture colleges were invited to show their latest and finest. Then the farming public was invited to the Earl Bass farm in Vermilion County, Ill. It's a good thing that Earl has a fair-sized farm. Some 75,000 came, the largest crowd ever to attend a one-day event in the Corn Belt.

I HAVE said that "RFD-890" is a familiar address. Does this mean that only farmers listen to *WLS*? Not at all. Surveys reveal a very large city listenership which is, at certain time

periods, many times the size of the rural audience. Why? Many of these are people who grew up listening to *WLS*. Others like its news reports.

This year, *WLS* followers received a bonus. The Federal Communications Commission approved a merger between *WLS* and *WENR* which have shared time for many years. As of April 1, *WLS* was broadcasting on a full schedule. One of the first steps in programming was to add a full slate of news programs in the afternoon and evening.

Some of the above has happened fairly recently at *WLS*. Some is as old as the station itself. None of it would be possible if the management had not long ago decided that good news—be it general or farm—thrives upon an atmosphere of freedom in the news room. That atmosphere exists.

This is the lesson *WLS* holds for others serving a rural area. Given freedom and encouragement, a staff with ideas can always do a first-rate job.

Radio has been a blessing to the farmer in many ways. There is little reason to assume that it will not continue to be the American farmer's most valuable "hired hand." After all—not every farmer has a cow—but just about every one has a radio.



Advertisement

From where I sit by Joe Marsh

Good Turn at the End of the Line

Maybe you don't, but you *should* know Shorty, the new driver of the little bus that goes out to the hospital near Parkersville.

The hospital couldn't rightfully put up a bench at the bus stop, so some of the passengers often had a "standing wait." But they didn't stand very long.

Second day on the job Shorty brought along some old lumber for a bench. Next trip out he brought some tools and put it together. That was fine, but the next day it rained. You guessed it—in a few days Shorty built a snug little shelter.

From where I sit, thoughtfulness towards our neighbors is always appreciated. And actually, we all ought to practice it a little more. Even where incidental things are concerned—like asking a guest if he'd prefer milk, coffee, ginger ale or a temperate glass of beer. When a host or neighbor is really thoughtful, it's truly appreciated—"all along the line."

Joe Marsh

He Can Always Fall Back On Liberace

(Continued from page 6)

intelligence while not writing over the pointed heads of the unwashed? So far, I have tried to find a middle writing ground somewhere between Nick Kenny and Walter Lippmann. If nothing else, this allows a critic plenty of room.

The best advice I had on the subject came from Paul Coates, the hard-hitting Los Angeles columnist. "Don't worry about your readers," Coates told me. "Just write the very best you know how, every day."

Still, the difference in readers' tastes can't be overlooked. Now I had never written a word about "Grand Ole Opry," nor had I ever bothered to hear this hillbilly show which NBC beams out of Nashville, Tenn.

Recently, "Grand Ole Opry" came to San Diego and an auditorium seating 2,400 persons was jammed with the most enthusiastic audience I've ever seen. Here was really a noisy group. By comparison, a GI audience for Bob Hope is funereal.

Well, "Grand Ole Opry" was not my cup of sorghum. But I saw many, many people go wild—and that is precisely the word. I tell you, it was a shaking revelation to one who has devoted too much column space to "Omnibus" and "Shakespeare on TV."

WITH all its problems, writing a TV column is far from an unpleasant assignment. I am thinking of the first time I met Marie Wilson. Miss Wilson is a first-rate comedienne, star of the radio-TV series, "My Friend Irma," and possessor of a bosom best described as extravagant.

In the summer of 1953, Miss Wilson appeared in a nightclub routine at the Del Mar Hotel. I reviewed her act for *Variety*, the show business publication. Following a happy but infrequently observed custom, she sent two bottles of champagne.

About a month later, Miss Wilson invited the press to a party at Chasen's in Hollywood. I was there and thanked Miss Wilson again for the champagne.

"It was awfully nice of you," I said. "One bottle would have been great. But two—well, that's really wonderful."

"Oh," she said, inhaling splendidly. "I do everything in pairs."

Sigma Delta Chi NEWS



ON BEHALF OF the University of Southern California Chapter, Luther Huston, past national president of Sigma Delta Chi, presents the USC Chapter's Man-of-the-Year award to Vice President Richard Nixon in Washington, D. C. Observing the June 18 ceremony are Frank Brunton, American Airlines, second from the right, and John O'Brien, of the Philadelphia Inquirer. (INP Photo.)

New Chapters to Be a Topic at Convention

The Executive Council of Sigma Delta Chi has voted to give the Journalism Society at the University of Tennessee permission to petition for a chapter of the Fraternity, and has recommended that a formal petition be prepared so that the application can be considered at the 45th anniversary convention in Columbus, Ohio, next November 10-13.

Previously, similar approval was granted to the Men's Press Club of the University of Maryland, College Park, Md.; the Men's Press Club of the University of Utah, Salt Lake City; and the Texas A & M Journalism Club, College Station, Tex.

It is anticipated that formal petitions will also be submitted by these groups for action at the Columbus convention.

Awaiting installation as a chapter is the Central Pennsylvania Professional group with headquarters in Harrisburg. The chapter was approved last April and installation will take place Sept. 25 in Lancaster, Pa. Luther Huston of the Washington Bureau of the New York Times, a past president of SDX, will preside. Chapter President Theodore Serill, general manager of the Pennsylvania

A Winner at Las Vegas

At its annual convention in Las Vegas, the Nevada State Press Association adopted a resolution supporting "the continuing efforts to Sigma Delta Chi, the American Society of Newspaper Editors, and other professional groups to secure full and open meetings on all matters in the public interest."

THE QUILL for August, 1954

Fee? It's \$25

Registration for the 45th Anniversary convention of Sigma Delta Chi in Columbus, Ohio, Nov. 10-13 will cost \$25. This will include the opening reception, two dinners, three luncheons and a side trip. Hotel reservations may be sent to the Deshler-Hilton, SDX convention headquarters.

Newspaper Publishers Association and Pennsylvania State Chairman, is credited with organizing the chapter.

Groups which have expressed an interest in Undergraduate Chapters but which have not yet requested the right to petition are located at the following institutions:

Black Hills Teachers College, Florida State, New Mexico Western, Ohio Wesleyan, Queens College, California State Polytechnic, Tarkio College, University of Arizona, University of Denver, University of Mississippi, University of Omaha, University of West Virginia.

On the professional front, members in these cities and areas have inquired about establishing Professional Chapters.

Albany-Schenectady, N. Y.; Alabama; Buffalo-Niagara, N. Y.; Central Texas; Dayton, Ohio; Hartford, Conn.; Salinas-Monterey, Calif.; Ithaca, N. Y.; Jackson, Miss.; Kent, Ohio; Las Vegas, Nev.; Minneapolis, Minn.; Richmond, Va.; and Worcester, Mass.

Site Ceremony To Be Sept. 17

Henry J. Raymond's establishment of the New York Times in 1851 will be commemorated by Sigma Delta Chi, Professional Journalistic Fraternity, next Sept. 17 by erection of a bronze plaque at the site of the first Times building in New York City, it has been announced by Executive Director Victor E. Bluedorn.

The ceremony is planned for the eve of the anniversary of the founding at 113 Nassau Street. Robert U. Brown, president and editor of *Editor & Publisher* and national president of Sigma Delta Chi; Arthur Hays Sulzburger, publisher of the New York Times; and other dignitaries will participate in the program.

The practice of marking historic sites in journalism was begun in 1940 by Sigma Delta Chi. Since that time ten sites have been selected. The most recent is at Indiana University, Bloomington, Ind., in memory of Ernie Pyle who attended school there.

Chapters Approve Calendar System

Chapters of Sigma Delta Chi by referendum ballot have approved an amendment to the Constitution which provides for placing the collection of dues for new members on a calendar basis.

The Executive Council, after making a study of the old system of monthly dues and QUILL subscriptions expirations and suggestions of Professional Chapters, recommended the calendar method which went into effect July 1.

New members initiated as Undergraduates will now start to pay dues at the beginning of the calendar year following graduation or leaving school. During their term in school and for the balance of the calendar year following their graduation they will receive THE QUILL as part of the initiation fee.

New Professional members initiated during the first six months of the year will pay dues beginning with the first of the calendar year next. Candidates initiated during the latter six months of the year get the QUILL and membership in good standing for the remainder of that year and also another full calendar year.

Of Sigma Delta Chi's 98 chapters, only three opposed the amendment.

Time Quotes QUILL

Statements from Norman Isaacs' article in the June QUILL warning journalists to be wary of attempts to influence the press were featured in the June 14 Time.

Obituaries

GIDEON D. SEYMOUR (But-Pr'26), 52, vice president and executive editor of the *Minneapolis Star and Tribune*, died in May of a heart attack.

WRIGHT A. PATTERSON (Natl-Hon'40), 83, died in Orange, Calif., May 17. He was for many years editor-in-chief of the *Western Newspaper Union* feature syndicate service and was editor emeritus since his retirement in 1940.

ROY D. MOORE (OhS-Pr'47), 66, president and publisher of the *Canton (Ohio) Repository* and *Brush-Moore Newspapers, Inc.*, died at his home in Congress Lake, Ohio.

E. R. EGGER (Mo'13), 59, onetime foreign correspondent for the *Chicago Daily News*, died April 29 in Washington.

JACK A. BUZZETTI (Mon'44) died May 8 in San Francisco, Calif.

JOHN L. FORSTON (Okla'34), 41, died April 23.

DON HINGA (Dal-Pr'45), 51, roving editor for the *Houston (Tex.) Chronicle*, died April 23.

FRANK A. CANNON JR. (Den'23) died May 20.

JUNIUS P. FISHBURN (W&L-Pr'29), 58, president of the *Times-World Corp.*, Roanoke, Va., died of a cerebral hemorrhage in Washington, D. C., March 24.

I. D. CARSON (UWn'12) died April 14. DON SCISM (Ind-Pr'50), 60, who retired Jan. 2 as editor of the *Evansville (Ind.) Courier*, was fatally injured in an auto collision March 2.

HARRY LEGGETT BROWN (Fla-Pr'30), 81, pioneer Florida publisher, died Feb. 23 in Miami, Fla.

DANIEL M. DELANEY (Okla'20), 55, died in Oklahoma City Feb. 20.

CHARLES E. KANE (Mo'15), 60, retired executive assistant in public relations for the Illinois Central railroad, died in Santa Rosa, Calif.

FRED W. TUERK (Ill-Pr'52), 61, sports editor of the *Peoria (Ill.) Star*, died April 3.

PROF. VERNON R. FROST (UWn'25), 51, director of the school of communications at the University of Washington, died March 30.

WALTER F. HINE (Syr-Pr'51), 63, managing editor of the *Gloversville (N. Y.) Leader-Republican* and *Morning Herald* since 1948, died Feb. 21.

RAY D. CASEY (Ind'16) died Jan. 29 in Gary, Ind.

JOSEPH WELLMAN (Mgt'41) died Jan. 12.

JAMES MORRISON (Min-Pr'32), 79, editor and publisher of the *Morris (Minn.) Tribune* for nearly 60 years, died in his home town.

WILBUR E. BADE (Min'29), editor of the *Guild Reporter* for seven years, died March 29.

CLARENCE ELLINGTON (UWn-Pr'22), 75, died May 8.

BLODGETT BRENNEN (But'31) died May 14.

FREDERICK J. PFEIFER (OhS'48) died Jan. 16.

HARVEY A. BRASSARD (WnS'26) died March 13.

MERRILL E. COMPTON (Mo'27) died Dec. 31.

WINSTON ALLARD (UOr'36) died at Christmas time.

D. A. WALLACE (Min-Pr'31) died Feb. 11.

FREDERICK W. RUBLE (Den'23) died April 19.

Here's One Definition Of the Professionals

According to the Interfraternity Research and Advisory Council, this is the definition of a college professional fraternity, prepared by the National Conference of College Fraternities and Societies:

"A professional fraternity is a specialized fraternity which limits its student membership to a specific field of professional education in accredited colleges and universities offering courses leading to recognized degrees therein; which maintains mutually exclusive membership in that field, but may initiate members of the general social fraternities; and which organizes its group life specifically to promote professional competency and achievement.

"The professional fraternity confines its membership to qualified male students (and faculty members) in a particular profession who are pursuing an organized curriculum leading to a professional degree in that field, has a minimum scholastic requirement for membership usually above passing, elects its members after a careful investigation and generally by a unanimous secret ballot. It initiates its members early in their professional college life, enabling them to participate actively and beneficially in the professional aims of the fraternity, holds frequent meetings, conducts professional and social activities, and frequently maintains a chapter house or quarters. Professional fraternities also sponsor programs of special value to alumni members."

Sponsors of the National Conference of College Fraternities and Societies include the Association of College Honor Societies; National Association of Student Personnel Administrators (Deans of Men, Deans of Women, etc.); National Association of Deans of Women; National Interfraternity Conference; National Panhellenic Conference; Professional Interfraternity Conference; and the Professional Panhellenic Association.

Executive Council Reaffirms Stands

At its recent meeting in Washington, D. C., the Executive Council:

Reaffirmed the policy that provides for display of the Sigma Delta Chi emblem only as an item of jewelry (badge, key or ring) and prohibits its use on notions such as cuff links, tie clasp, etc. It also continued the policy of limiting use of the emblem in printed form to letterheads and publications of the national and chapter organizations. It specifically ruled out display of the emblem in newspaper mastheads even though published by members. It was pointed out that membership in the Fraternity is an individual membership which is not held by a newspaper or other publication.

Frowned upon the use of nicknames to identify professional chapters of Sigma Delta Chi. It was the consensus that "(City, State or Region) Professional Chapter of Sigma Delta Chi, Professional Journalistic Fraternity" should be the official name and that the use of nicknames is to be discouraged.

Reaffirmed the policy of encouraging professional activity by all chapters and members to further Fraternity aims and to enhance and strengthen the professional aspects of journalism.

Resignations

The following resignations have been accepted by the Executive Council:

Louis H. Dobbs, 14140 (SMU'48), Wichita Falls, Tex.

Glenn Sonnedecker, 11650 (OhS'42), Madison, Wis.

Samuel O. Dunn, Chicago, Ill.

R. L. Hadley, Schenectady, N. Y.

Junius K. Hunter, 19238, Chillicothe, Ohio.

James A. Kennedy, 1914, Ann Arbor, Mich.

Clair J. McKnight, Middletown, Ohio.

Clyde W. Neal, 11901, Angleton, Tex.

Robert M. Ryker, 5132, Anderson, Ind.

Marion L. Smith, 12147 (Pur'44), West Unity, Ohio.

Thomas J. Wilhite, 18141, Ferguson, Mo.

Emmert L. Wingert, 1410, Madison, Wis.

Robert A. Winslow, 12154 (Pur'43), Baton Rouge, La.

Walter P. Smith, 18906 (Bay'51), Pensacola, Fla.

Joseph Robinson, 15137 (Bos'48), West Rosbury, Mass.

Cleon P. Overbay, 21723 (Pur'53), Brook, Ind.

James O. Monroe Sr., 22122 (StL-Pr'52), Collinsville, Ill.

John M. McCollum, 14060 (Calif'47), Tuckahoe, N. Y.

Victor L. Ludewig, 6064 (Calif'30), Washington, D. C.

F. A. Behymer, 19806 (StL-Pr'50), Lebanon, Ill.

'Journalistic' Gets New Definition

Sigma Delta Chi's criticism of Webster's New International Dictionary definition of journalistic which has appeared since 1934 has resulted in a change in the new editions.

The definition in the current dictionary published by G. & C. Merriam Co. reads: "1. Of or pertaining to or characteristic of journalism or journalists. 2. Specific, as to style of expression, appropriate to the immediate present and phrased to stimulate and satisfy the interest of a wide reading public;—often in distinction from literary (sense 3)."

The definition questioned by Sigma Delta Chi read:

"Characteristic of journalism or journalists; hence, of style, characterized by evidence of haste, superficiality of thought, inaccuracies of detail, colloquialisms, and sensationalism: *journalistic*."

Dues Policy

Effective this year, all members are being billed for national dues (\$5) on a calendar basis. The fraternity will drop a member more than three years in arrears. He may be reinstated only on payment of back dues. Members must pay current national dues to belong to a professional chapter, attend convention, or hold national office.

ADVISERS TO VISIT ALBUQUERQUE

The University of New Mexico, Albuquerque, will be the site of the annual meeting of the Sigma Delta Chi Undergraduate Chapter Advisers Council on Sept. 1.

Chapter Activities

SALT LAKE CITY—The "What Makes 'Em Tick" series of programs conducted by the Utah Professional Chapter was climaxed at the June meeting when the commanding officers and their information officers from nine armed force installations in Utah met with the chapter in a "no holds barred" open forum. Chapter President Murray Moler moderated the session.

SAN DIEGO—Herbert Klein, San Diego Union editorial page director, has been named president of the San Diego Professional Chapter. Larry Freeman, publisher of the *National City News*, was named vice president, and James L. Julian, publications officer of San Diego State College, secretary-treasurer. Herbert Fredman, Robert Anderson, and David Thompson were elected directors to serve with holdover board members Klein, Freeman, Julian, Richard Bergholz, and Alex De Bakcsy. Fred Speers, publisher of the *Escondido (Calif.) Times-Advocate*, related his experiences behind the Iron Curtain.

AUSTIN—At its spring meeting the Executive Council of the Texas Association of Sigma Delta Chi undertook a survey of starting salaries on newspapers to combat unfavorable propaganda; scheduled a Texas Historic Sites ceremony at Nacogdoches during National Newspaper Week (Oct. 1-8) with Dr. DeWitt Reddick, University of Texas, in command; and accepted the Dallas bid for the association's 1955 convention.

HOUSTON—Proposed by-laws were formally approved by the Texas Gulf Coast Professional Chapter of Sigma Delta Chi at a special meeting May 21.

FORT WORTH—At the 75th annual convention of the Texas Press Association, the Fort Worth Professional Chapter of Sigma Delta Chi presented Vern T. Sanford, general manager of the association, a scroll in recognition of his service to Texas journalism as chairman of National

Newspaper Week in 1953, and honored five local newsmen for their journalistic achievements. These were George Dolan, *Star-Telegram*, best feature story; Jack Butler, *Star-Telegram*, best editorial; Bob Sellers, *Press*, best news story; Gene Gregston, *Star-Telegram*, best sports story; and Norman Bergsma, *Press*, best photograph.

ATLANTA—The Atlanta Professional Chapter on June 22 presented its 1954 Green Eyeshade award to Don Petit, extreme left in photo (by Ed Wells, *Atlanta Journal-Constitution*), and Verne Williams, second from right. Miami *Daily News* reporters, for distinguished service to journalism in the South through their stories which exposed irregularities in the operation of the Florida overseas highway. Turner Catledge, second from left, managing editor of the *New York Times*, addressed the Green Eyeshade Banquet, at which William S. Howland, extreme right, Atlanta chapter president and chief, Southern News Bureau, *Time, Inc.*, presided. Liller, Neal and Battle, Atlanta advertising agency, presented each of the Green Eyeshade winners a \$100 award.



SDX Personals

EUGENE N. MARTEN is publishing the *Montpelier (Ind.) Herald*.

DAVID MCKINLEY SMITH is specializing in trouble investigation on the Martin 404 as a junior service engineer with the Glenn L. Martin Co., Baltimore, Md.

A. E. (CAP) GARVIN is showing off a new ranch house in Raytown, Mo., complete with a back yard cloverleaf garage entrance.

Among the guests on the first non-stop commercial flight from Detroit to Germany was JOHN COLT, managing editor of the *Kansas City (Mo.) Star* and a member of the Sigma Delta Chi Executive Council.

MACK SAUER, publisher of the *Leesburg (Ohio) Citizen* and the *Lynchburg (Ohio) News* is booking appearances throughout the United States and Canada as a "constructive humorist."

FRANKLIN S. RILEY, Jr., has resigned as reporter for the *Kansas City (Mo.) Star* to take a position with the public relations office of the Westinghouse Electric Corporation in Pittsburgh, Pa.

JOSEPH W. KUTCHIN has been appointed an assistant account executive in the Chicago office of Harshe-Rotman, Inc., Chicago and New York public relations firm.

STEWART J. WOLFE, editor of dealer and employe publications for the Hudson Motor Car Division of American Motors Corporation, was elected president of the International Council of Industrial Editors at their annual conference in Detroit, Mich.

PETER HACKES, now a resident of Washington, D. C., was married March 30. His wife is an assistant buyer for Wood-

ward and Lothrop, Washington department store.

DAVID R. GOLDSBERRY is the new manager of the Seiberling Rubber Co. public relations department.

LOUIS B. ENGELKE, a member of the San Antonio (Tex.) *News* staff for the last 13 years, has entered the public relations field.

A. BRUCE EWING has been appointed news bureau manager for the Manufacturers Light and Heat Co. and other Pittsburgh, Pa., Group companies of the Columbia Gas System.

PAUL L. EBEN has announced the establishment of a new public relations and publicity firm, Eden and Associates, in Cleveland, Ohio.

BARTON K. JOHNS has been named educational director of the Florida State Alcoholic Rehabilitation program.

EDWARD F. RODGERS is assistant editor of *Hardware & Housewares* in Chicago.

CLAY C. CODRINGTON, former editor of the *Ocean Beach Reporter* at Jacksonville Beach, Fla., is now editor and co-owner of the *Plant City (Fla.) Courier*.

ALBERT W. BATES, onetime Executive Director of Sigma Delta Chi, has joined the executive group of Selva, Lee & Chase, public relations firm with offices in New York, Chicago, and Washington.

24,000 Now

Membership in Sigma Delta Chi hit 24,000 as of June 1 when that number was assigned to Deno Gus Skuras of Wayne University, Detroit. Of the Professional Journalistic Fraternity's total living membership, about 1,000 are members of Undergraduate chapters, 3,043 are members of Professional chapters, and some 18,000 are members at large without chapter affiliations.

Obituaries

GRANT F. OLSON (Ill'28) died March 13. KEN MCCLURE (Dal-Pr'47) died last February.

ALLEN M. LACEY (UWn'12) died Feb. 4. WILLARD B. PORTERFIELD (Ill'13) died Dec. 1, 1953.

PAUL B. BAXTER (OkA&M'48) was killed in an automobile accident last October.

ALBERT PFALTZ (Cln'24) died Sept. 2, 1953.

JAMES EDWIN HUDSON (DeP'41) was killed in an army bomber crash.

EARL W. VINCENT (Ia) died May 22, 1953.

DOUGLAS JAKES (StU'40). JOSEPH H. CONKLE (Ga'46). DR. HAMILTON HOLT (DeP-Pr). MULFORD CRUTCHFIELD (Mon'34). LOWRY B. EASTLAND (LSU'21). GEORGE A. MONTBOMERY (UKn'19). J. EDWARD ANGLY JR. (TxU'18). DAN D. CASEMENT (Kns-Pr'24). DANIEL D. CHURCH (Fla'31). STUART J. CORBETT (Mgt'24). GREGORY E. FAHERTY (Syr'50). LE CLAIR E. FLINT (Mon-Pr'35). GEORGE S. HAZARD (SDS'52). JOHN B. SCHAFER (Mon'25). ROBERT A. OWENS (TxU'42). LORRY A. JACOBS (Mo'16). GLEN P. BURNS (Mgt'42). GEORGE R. HULVERSON (DeP'18). JOHN P. VON LACKUM JR. (Ia'40). SHIRLEY A. KRINER (DeP'20). CY LONG JR. (TxU'39). JAMES P. MINSHALL (NU'46). J. HUBERT SCOTT (Ia-Grad). STERLING T. SHEPPARD (SMU'22). RAYMOND E. SMITH (DeP'21). LOUIS F. STEVENS (Mon'25). HARRY K. HARRISON (Min'39).

SDX Personals

EDMUND C. ARNOLD, editor and co-publisher of the *Frankenmuth (Mich.) News*, has been named editor of Linotype Publications by the Mergenthaler Linotype Co.

ROBERT C. HEYDA, formerly with the *Journal* in Santa Clara, Calif., is now with Fred Wittner Advertising in New York City.

LEE ROGERS, public information manager, Lockheed Aircraft Corp., Georgia Division, Marietta, Ga., is the new vice president of the Atlanta Chapter, Public Relations Society of America.

SAM STRINGFELLOW, city editor, *The News Messenger*, Marshall, Tex., and Mrs. Julie Margaret Weidman, a former employee of the newspaper's business office, were married June 2.

JOSEPH W. FARMER has been named sales administrative assistant in charge of advertising and public relations for Welx Jet Services, Inc., Fort Worth, Tex.

DONALD M. MAJOR on May 15 resumed publication of the *Thurston County Independent*, Tenino, Wash. He disposed of a half interest in the publication in 1946.

BRADFORD D. ANSLEY, director of public relations at Emory University, has been named president-elect of the American College Public Relations Association, to take office in the fall of 1955.

ALTON L. BLAKESLEE, *Associated Press* science reporter, has received the Bronze Medallion Award of Merit of the American Heart Association for consistent excellence in reporting advances in the cardiovascular field.

LOU SHAINMARK is now editor and publisher of "Unsolved Murders," president and general manager of Golden Features Syndicate, and vice president of Guild Films, producers of TV film programs.

ED M. ANDERSON, publisher of five weekly newspapers in western North Carolina, has been elected president of the National Editorial Association. He succeeds ALAN C. MCINTOSH, publisher of the *Luverne (Minn.) Star-Herald*, who becomes chairman of the board. DON HARDY, Canon City (Colo.) *Daily Record*, was named vice president, and board members include A. W. EPPERSON, Morgan (Utah) *News*; AL J. BALL, Woodhaven (N. Y.) *Leader-Observer*; LOWELL JESSEN, Beverly Hills (Calif.) *News Life*; ED SCHERGENS, Tell City (Ind.) *News*; and PAUL C. SMITH, Rock Rapids (Ia.) *Reporter*.

HARRY G. ULLERICH is now with the 750th AC&W Squadron, USAF, Boron, Calif.

JAIME E. DY-LIACCO joined Pan-Asia Newspaper Alliance, a news agency servicing Asia, in Manila, last December. In February, he became manager of the Manila bureau. Since January he's also been editing an agricultural newsletter for the National Federation of Sugarcane Planters, and since June 14 he's been

Aim for '54

The 1954 objective of Sigma Delta Chi is: "Honest editing and reporting—serving the people's right to know."

Sigma Delta Chi Calendar

Sept. 17—National SDX Historic Site Ceremony, 113 Nassau Street, New York City, in commemoration of establishment of *New York Times* by Henry Raymond. Members and public invited.

Sept. 25—Installation of Central Pennsylvania Professional Chapter, Lancaster, Pa.

Nov. 10-13—Sigma Delta Chi, Professional Journalistic Fraternity, Convention, Columbus, Ohio, Deshler-Hilton Hotel.

Sen. Kennedy Favors Open Meetings

The suggestion of V. M. Newton, Jr., managing editor of the Tampa (Fla.) *Morning Tribune* and chairman of the Sigma Delta Chi Committee for Advancement of Freedom of Information, that congress set an example in the conduct of its own meetings by avoiding secret sessions brought a sympathetic response from Senator John F. Kennedy of Massachusetts.

"I agree wholeheartedly with the principle that the business of the government should be transacted in public to the extent that the national security permits," Senator Kennedy wrote in part. "I shall support wherever possible the aim of making the public's business public."

teaching in Ateneo de Manila's department of journalism.

PHILIP MAXWELL has purchased the Naperville (Ill.) *Clarion*.

EDGAR L. MORRIS, publisher and vice president of the Springfield (Ohio) *Daily News* and *Morning Sun*, received an honorary doctor of humane letters degree June 7 at the Wittenberg College commencement exercises in Springfield.

MALDEN JONES is heading the Springfield, Ill., bureau of the *Chicago American* and writing a political column for the *Illinois State Register*.

O. A. HANKE, vice president and coordinator of advertising, Watt Publishing Co., Mt. Morris, Ill., has been awarded an honorary Doctor of Humane Letters degree by Carthage College, Carthage, Ill.

FLOYD C. SHOEMAKER, secretary of the State Historical Society of Missouri and editor of the *Missouri Historical Review*, was awarded an honorary Doctor of Laws degree at the 112th annual commencement of his Alma Mater, the University of Missouri.

ROBERT D. CROMPTON, former *United Press* newsman, has been named manager of publicity of the Chamber of Commerce of Greater Philadelphia.

Merging of Arthur G. Rippey & Co. and Kostka-Blakewell & Fox, Inc., to form a new company, Rippey, Henderson, Kostka & Co., in Denver, Colo., makes WILLIAM KOSTKA, Wells Memorial Key winner in 1952, a partner in one of the largest advertising agencies between Chicago and the Pacific coast. Another Kostka firm, William Kostka & Associates, continues to operate as a separate public relations firm.

IVID BAY, associate editor of *Farm Journal*, and CLYDE HOSTETTER, associate editor *Town Journal*, are staffing a new joint editorial field office, established in Kansas City, Mo., by the two national monthly magazines.

Serving Uncle Sam

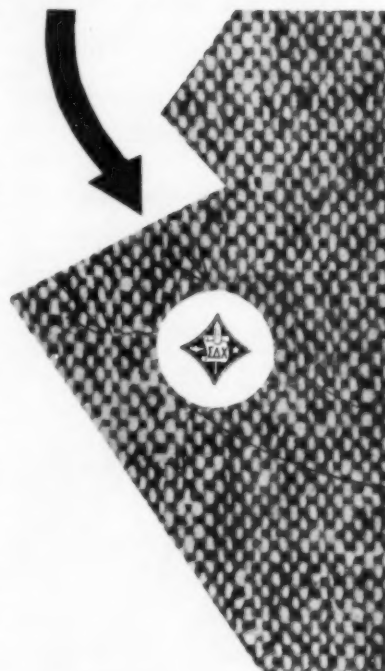
PFC. AL BALK, formerly with WBBM-TV, is now with the radio-TV section of the Information Section at Fifth Army Headquarters in Chicago.

PFC. JAMES H. CHILLAS is a radio reporter in the public information office at Seventh Army headquarters in Stuttgart, Germany.

While serving as a news writer with the Army Home Town News Center, Kansas City, Mo., CPL. ROBERT A. GONKO took the part of a sailor in the production of "Mr. Roberts" at one of the Kansas City community theaters.

ROBERT E. PETRINI is officer-in-charge of the *Ryukyuan Review*, a morning newspaper published for all U. S. forces on Okinawa. It is the only English language newspaper published daily in the Ryukyu Islands.

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The Book Beat

By DICK FITZPATRICK

NEWSPAPER management is a subject generally neglected by persons thinking of entering the newspaper business as well as people writing books on journalism. The need for a modern up-to-date overall book on newspaper management has been met by Dr. Frank Thayer, professor of journalism and press law at the University of Wisconsin, with the publication of "Newspaper Business Management" (Prentice-Hall, New York, \$8.00).

A field scorned by the youth who wants to be a Washington or a foreign correspondent, the business side of the newspaper calls for as much hard work and ingenuity as any other phase of journalism. It may not be as

exciting in terms of being at the spot when the dramatic thing happens, but it's the business management operation that gets the money for the paper and gets the paper out.

Dr. Thayer devotes his first three chapters to a general discussion of newspaper publishing and the newspaper organization. He then devotes two chapters to circulation, three to display advertising, including research, one to classified advertising, and then he goes into the more technical aspects with which many newsmen aren't very well acquainted.

These include promotion, office management, accounting procedures, plant management, and financing the newspaper. A large number of illustrations help make these data more meaningful.

The last chapter of the book discusses editorial policies. Dr. Thayer includes a short appendix on legal advertising and a three page selected bibliography.

Dr. Thayer has performed a real service for American journalism by producing an up-to-date, well-written, easy to understand, comprehensive book on managing America's newspapers. We hope this splendid book will result in schools offering more work in this area.

SOME interesting material has been added to the growing literature on the history of American journalism by Carl Wiegman, of the editorial staff of the Chicago Tribune, in a new book "Trees to News: A Chronicle of the Ontario Paper Company's Origin and Development" (McClelland and Stewart, Ltd., Toronto, unpriced).

The Tribune has timberlands in six areas in Canada and paper mills in two cities. This is the fascinating story of how the Tribune gets its paper and the role of its publisher, Colonel Robert R. McCormick, in the complicated operations involved in growing trees, producing paper from the trees and then getting it to a newspaper's plant.

In addition to being a historical book, this publication also contains a description of the process of paper-making in non-technical language and sheds light on an important phase of newspaper management.

This 364-page illustrated book is interesting background reading. It's another in the series of books telling the story of the Chicago Tribune which furthers the history of journalism.

MODERN problems of the American book industry are brilliantly discussed by three industry representatives—Harold K. Guinzburg, Robert W. Frase and Theodore Waller—in recent "Books and the Mass Market" (University of Illinois Press, Urbana, \$2.00). This 66-page book reproduces three lectures presented at the University of Illinois as the annual Winsor lectures in librarianship.

Guinzburg believed that book publishing since it derives support from many sources "is in less jeopardy from the dominant influences of our time than are many other activities." One of the problems of the field, he says, is that the increasing number of persons with higher educational attainments is not resulting in a proportionate increase of bookreaders.

He points out that while statistics for the book industry are incomplete, two interesting trends are worth noting. There has been a phenomenal post-war increase in the number of paper-bound books and a decrease in book clubs. Apparently he believes book clubs have not produced the new readers that they claim. They probably have taken away business from bookstores.

Also, the paper-bound book is read largely by "new readers" who used to read pocket magazines. Others are those who formerly rented books, he says. The book rental library, he says, has suffered accordingly. All this hurts the bookstore which is basic in the traditional concept of publishing.

In a paper on economic trade book publishing, Frase believes that the book industry will continue but he makes this shrewd observation:

"The question is rather whether the relatively small circulation of creative and thoughtful and thorough writing in books will continue to be able to perform its traditional role in the face of the ever-growing pressures on time for reading, reflection, and thinking."

The third paper, by Waller, discusses expanding the book audience and takes up some recent steps by the book industry to increase readership. It doesn't appear that anything significant has happened. He says:

"Increasing the use of good books is not alone and perhaps not even primarily a publisher's problem; it is a national necessity. It is necessary if we are to protect and extend the civic competence of our people."

As one realizes that even before television, people spent more than 50 per cent of their mass medium time with radio, one can rightly wonder what will happen to books in the future. For that matter, what will happen to book reviewers?

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Young free-lancer, 23, Journalism Cum Laude grad, SDX member, recent Air Force officer, to take 6-10 week bicycle trip alone through France and Switzerland starting first week in September. Speak French. Desire to write series of articles for publication—will take desired angle. Box 1081, THE QUILL.

Missouri grad, 4 years trade papers; wants work with travel, photos (B & W, or color), writing and editing. Prefer Mid-west. Still single. Interested? Box 1082, THE QUILL.

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Six years experience as feature-writer, rotogravure magazine editor. Now teaching journalism. Desire employment on metropolitan daily or magazine. Age 31. SDX member. Excellent references. Box 1085, THE QUILL.

Summer Festival

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New York is having herself a Summer Festival from June 21 until Labor Day and everyone is invited. There are loads of free entertainment, bushels of bargains in all the stores, special rates in hotels, lower travel fares, special Festival events and, of course, the myriad places to go and things to do in the sightseeingest town of all.

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